

ADVERTISING INFORMATION SERVICES DATA

IMPORTANT NOTE

The Nielsen Company (Thailand) has collaborated with the Media Agency Association of Thailand (MAAT) in conducting a survey with media agencies to adjust the rate card and collect the TV advertising spending data as closest to the actual spending as possible. The new rate card will be used starting from April 2020 onwards with details as follows:

1. Adjusting the discount percentage for prime time and non-prime time of each station from the survey results.
2. Subtracting the Agency fee from the rate card including discounts/give away from broadcasters (all cases).
3. Adjusting the price of the broadcaster's time slot between 01:00 - 04:00 to 1,500 Baht, all except for live/special programs that the broadcaster has given advance notice only.

TOP 10 BRANDS GROUP ESTIMATED ADSPEND

Exclude Section : Classified, CD/DVD (Musical & Film Products), Government & Community Announce, Leisure, House ad.

Jul 20 VS Jul 19 000'BAHT

NO	BRANDS		Jul 2020	Jul 2019
1	29 SHOPPING DIRECT SALES	↑	134,800	15,457
2	NESCAFE COFFEE READY MIXED	↑	129,514	35,172
3	RS MALL DIRECT SALES	↑	120,435	
4	TV DIRECT DIRECT SALES	↓	115,387	157,311
5	TEPHAI HERBAL TOOTHPASTE	↑	102,939	62,863
6	OK HERBAL COLOURANTS	↑	88,628	6,528
7	AIS MOBILE NETWORK OPERATORS (MNO)	↑	86,964	16,631
8	DOWNY FABRIC CONDITIONER	↑	80,372	68,169
9	HUAWEI MULTI PRODUCTS	↑	79,134	
10	O SHOPPING DIRECT SALES	↑	78,653	77,515

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section : Classified, House ads

Jul 20 VS Jul 19 BAHT MILLIONS

MEDIA	Jul 20	SOV %	Jul 19	SOV %	DIFF	% Change
TV	5,083	67.44	5,803	62.76	-(720)	-(12.41)
CABLE/SATELLITE	132	1.75	193	2.09	-(61)	-(31.61)
RADIO	303	4.02	412	4.46	-(109)	-(26.46)
NEWSPAPERS	280	3.72	400	4.33	-(120)	-(30.00)
MAGAZINES	45	0.60	84	0.91	-(39)	-(46.43)
CINEMA	269	3.57	1,045	11.30	-(776)	-(74.26)
OUTDOOR	425	5.64	588	6.36	-(163)	-(27.72)
TRANSIT	396	5.25	504	5.45	-(108)	-(21.43)
IN STORE	40	0.53	99	1.07	-(59)	-(59.60)
DIGITAL	563	7.47	NA	NA	NA	NA
TOTAL	7,537	100.0	9,246	100.0	-(1,709)	-(18.48)

TOP 10 BRANDS GROUP ESTIMATED ADSPEND

Exclude Section : Classified, CD/DVD (Musical & Film Products), Government & Community Announce, Leisure, House ad.

YTD Jul 2020 VS YTD Jul 2019 000'BAHT

NO	BRANDS		2020	2019
1	TV DIRECT DIRECT SALES	↑	1,386,151	904,961
2	RS MALL DIRECT SALES	↑	1,232,245	
3	29 SHOPPING DIRECT SALES	↑	744,257	126,195
4	O SHOPPING DIRECT SALES	↓	450,885	606,464
5	DOWNY FABRIC CONDITIONER	↓	449,452	478,410
6	NESCAFE COFFEE READY MIXED	↑	426,719	296,597
7	GOVERNMENT SAVINGS BANK	↓	381,041	646,611
8	TEPHAI HERBAL TOOTHPASTE	↑	369,878	293,753
9	OK HERBAL COLOURANTS	↑	368,151	138,194
10	REGENCY BRANDY	↑	332,729	321,899

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section : Classified, House ads

YTD Jul 2020 VS YTD Jul 2019 BAHT MILLIONS

MEDIA	2020	SOV %	2019	SOV %	DIFF	% Change
TV	33,496	66.35	38,894	64.84	-(5,398)	-(13.88)
CABLE/SATELLITE	912	1.81	1,269	2.12	-(357)	-(28.13)
RADIO	2,070	4.10	2,587	4.31	-(517)	-(19.98)
NEWSPAPERS	1,666	3.30	2,788	4.65	-(1,122)	-(40.24)
MAGAZINES	410	0.81	605	1.01	-(195)	-(32.23)
CINEMA	1,943	3.85	4,744	7.91	-(2,801)	-(59.04)
OUTDOOR	3,429	6.79	3,977	6.63	-(548)	-(13.78)
TRANSIT	2,799	5.54	3,621	6.04	-(822)	-(22.70)
IN STORE	352	0.70	613	1.02	-(261)	-(42.58)
DIGITAL	3,407	6.75	NA	NA	NA	NA
TOTAL	50,484	100.00	59,981	100.00	-(9,497)	-(15.83)

TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

Jul 20 VS Jul 19 000'BAHT

NO	ADVERTISERS		Jul 2020	Jul 2019
1	UNILEVER THAI TRADING CO.,LTD.	↑	368,922	259,256
2	NESTLE(THAI) LTD.	↑	302,295	143,703
3	PROCTER & GAMBLE (THAILAND)	↓	219,843	254,463
4	MASS MARKETING CO.,LTD.	↑	191,583	69,391
5	ADVANCE INFO SERVICE PCL.	↑	164,376	79,864
6	L'OREAL (THAILAND) LTD.	↓	149,783	189,096
7	MONO TRAVEL CO.,LTD.	↑	134,800	15,495
8	LIFESTAR CO.,LTD.	↓	120,435	229,162
9	HUAWEI CONSUMER BUSINESS GROUP	↑	116,776	4,052
10	TV DIRECT PUBLIC CO.,LTD.	↓	115,457	157,581

TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

YTD Jul 2020 VS YTD Jul 2019 000'BAHT

NO	ADVERTISERS		2020	2019
1	UNILEVER THAI TRADING CO.,LTD.	↑	2,107,143	1,750,575
2	TV DIRECT PUBLIC CO.,LTD.	↑	1,386,756	1,017,895
3	NESTLE(THAI) LTD.	↓	1,332,355	1,231,794
4	LIFESTAR CO.,LTD.	↓	1,242,105	1,578,758
5	PROCTER & GAMBLE (THAILAND)	↓	1,158,111	1,490,893
6	L'OREAL (THAILAND) LTD.	↓	863,284	950,408
7	ADVANCE INFO SERVICE PCL.	↑	804,598	688,395
8	MONO TRAVEL CO.,LTD.	↑	744,257	126,234
9	MASS MARKETING CO.,LTD.	↑	738,174	449,002
10	TOYOTA MOTOR THAILAND CO.,LTD.	↓	617,185	968,780

Update :10/08/2020